

Christopher Vice

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Narrative summary

Designer • Player-Coach • Strategic Creative Problem Solver • People-Centered Design Process Leader

Proven design leader in agencies, enterprises, and public institutions. Advocate for design thinking and people-centered design. Deep experiences spanning across industries and sectors including B2B high-growth companies, global enterprises, luxury B2C retail, and education. Suited for hands-on, player coach team lead role or Executive IC (individual contributor) role in companies that seek to grow by building a relevant differentiated brand, achieving seamlessly connected journeys, and delivering meaningful customer experiences. Values for professional and personal ethics, collegiality, collaboration, transparent communication, diversity, equity, and inclusion.

Recent achievement: 10 year track record as transformative leader of a 50+ person design organization in a \$20 million professional services consultancy. Management responsibility for six directors delivering a mix of brand strategy, visual identity, web/app design, and service design CX work. Grew revenue of creative division 5X in 5 years from \$2 million to \$10 million in bookings through repositioning of services to an enterprise client base.

Responsibility highlights

- **Design Team Leadership:** Player Coach— leading design organizations with expert skills for hands-on execution of work; managing teams with proven ability to recruit, mentor, & retain members of high-performing teams; Collaborated as a member of a multi-region global design team accommodating time zones and cultural practices.
- **Brand Strategy & Identity Systems:** connecting strategy to tactics through scalable design toolkits; building brand presence and consistency across touchpoints with compelling, differentiated design expressions; building brand equity and leveraging marketing communication investments.
- **Cross-functional Business Partnership:** facilitating collaboration across units for alignment and success.
- **Omnichannel Marketing Design:** orchestrating brand expressions and impressions across print, digital, social, events, presentations, and products; leading the journey mindset to improve the overall customer and/or employee experience.
- **Design Systems & Scalability:** establishing standards for consistency and efficiency; leveraging best practices and modern tools for high volume delivery without sacrificing quality; deploying modern frameworks like Figma.
- **Creative Operations and Delivery:** managing scope, timelines, budgets, and implementation; handling complexity and constraints with agility and innovation to solve problems.
- **Product Design & UX Leadership:** aligning brand strategy and customer journey experience management to product-adjacent UX; leading digital experience research, strategy, and testing when appropriate.
- **Business Development & Pitch Leadership:** helping the team to win organizational goals and objectives; developing and delivering new and recurring business pitches and supporting client proposals.

- **Connecting Creative to Business Outcomes:** utilizing measurements, testing, and experimentation to iteratively improve impact; deploying A/B testing, conversion lift, and product metrics. Optimizing usability and performance to drive business results.
- **AI-enabled Design Leadership:** guiding appropriate workflows in operations while controlling quality and ethical standards.

Core hard skills list

Brand strategy	Graphic design	Storytelling	Design thinking	Adobe Creative Suite
Brand management	UI design	Content Strategy	Project management	Canva
Brand design	UX design	Copywriting	Budgeting	Figma
Identity systems	Website design	Digital Marketing	People management	Google Workspace
Creative direction	Experience design	Social Media	Coaching	Microsoft 365
				Claude, GPT, Gemini

Career highlights

Chief Design Officer, [Studio Science](#), Indianapolis, IN

2015 – 2025

- Managed six directors as the head of a 50+ person design organization (design researchers, brand strategists, content / copywriters, and UI, UX, CX designers); Led the design teams to deliver client solutions across consulting practices in B2B and B2C service design, B2B SaaS application design, brand strategy and design, identity, web design, visual communication design, marketing communications); Set clear performance expectations, provided feedback, and supported team members' career growth. Recruited, hired, mentored, and retained new talent.
- Directed design for organizations including global enterprises (JP Morgan Chase, Salesforce, Gallup, Cummins) and SaaS leaders (Salesloft, Integrate, 6Sense, Unqork, Gong, Uberflip, Code42, Everfi, Zix); Served as agency-side executive and/or principal for programs and projects, managing client-side executive relationships.
- Developed, designed, and presented agency capabilities and sales pitches to win new (and continuing) business; Collaborated across cross-disciplinary teams (and technology partner ecosystems) to identify appropriate solutions; Scoped and estimated solutions; Wrote and presented proposals to executive-level client stakeholders; Fostered perspective within the agency to lead with a consultative Challenger Sales approach; Cultivated client relationships for long-lasting revenue.
- Grew revenue of creative division 5X in 5 years from \$2 million to \$10 million in bookings; Doubled profit margins through strategic repositioning of services— from a regional agency focused on creative design for SaaS startups— to a national consultancy delivering strategic CX service for global enterprises; Managed the creative division during a two-year transition period following private equity acquisition and collaborated through business pivots to address emerging market opportunities.

Founding Partner (start-up co-owner), [Fit Flex Fly](#), Indianapolis, IN

2011 – 2016

- Developed customer experience, brand strategy, logo, website, and social media presence for premier boutique fitness studio; managed daily marketing activities to grow business to over \$1 million in revenue in the first year.

Department Chair, Tenured Professor, [Indiana University Herron School of Art & Design](#), Indianapolis, IN
2002 – 2012

- Founding leader of internationally recognized graduate program in Design Thinking; Led the charge in transforming IU Herron School of Art and Design by launching the first graduate degree program in 40 years.
- Doubled the number of majors enrolled in the undergraduate program by reframing curriculum on marketable skills; Built enrollment of graduate students with lucrative national and international enrollees by establishing recognition for distinctive curriculum for leadership development.

Vice President Brand Marketing, Sapient (now [PublicisSapient](#)), New York, NY

- Directed three global in-house teams in integrated brand strategy and communication for Sapient, a global publicly traded technology firm.

Executive Creative Director, The Designory/Pinkhaus (divisions of BBDO), Miami, FL

- Developed, directed, and delivered new and recurring business pitches, wrote detailed delivery proposals, estimated time/cost of services; directed agency staff (designers, copy writers) to develop brand strategy and marketing creative for B2C and B2B clients including Mercedes-Benz, Viacom, AT&T, and Citibank.

Vice President Creative, Brooks Brothers Clothiers, New York, NY

- Directed advertising, marketing, and communications for a prestigious international consumer fashion retailer.
- Led brand strategy, identity, and omni-channel marketing campaigns, ensuring brand voice consistency and impactful marketing materials; collaborated with cross-functional teams to drive successful in-store retail environments, catalogue, and online marketing initiatives.

Design Director, Desgrippes Gobé, New York, NY

- Managed ongoing consulting relationships with luxury consumer brands (Bvlgari, Boucheron, Mark Cross, Movado Watch) and leading fashion retailers (Abercrombie, Brooks Brothers, Victoria's Secret, Bath & Body Works) to enhance their brand strategy and creative campaigns.

Education

Harvard Business School, **CERTIFICATE: "Business Perspectives for Creative Leaders"**

Executive continuing education (on-campus; cohort-based intensive program)

California Institute of the Arts, **Master of Fine Art in Graphic Design (MFA)**

North Carolina State University, **Bachelor of Environmental Design (B.Des)**

Recent thought leadership

Article: '[Remove CX Friction With a People-Centered Design Process](#),' Studio Science, September 2, 2024.

Article: '[The Rise of Service Design in the Public Sector](#),' Studio Science, November 4, 2024.

Presentation: 'Stop Buying Mouse Traps to Fix Your CX Problems,' Chief Experience Officer Exchange, Chicago, Mar 4, 2024.